


## MEMORANDUM



**TO:** RANDY AULER, DIRECTOR, PARKS RECREATION &  
CULTURAL SERVICES

**FROM:** DEREK SMITH, RECREATION SUPERVISOR 

**SUBJECT:** MICHIGAN AMATEUR SOFTBALL ASSOCIATION'S  
WOMEN'S "E" SLOW PITCH STATE CHAMPIONSHIPS

**DATE:** AUG 10, 2009

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On Saturday, August 1, 2009 the City of Novi hosted the Michigan Amateur Softball Association's Women's "E" Slow Pitch State Championships. The winner of the tournament received a berth to National Amateur Softball Association Championship Tournament. The tournament was played at the Ella Mae Power Park Softball Complex. Games began Saturday morning at 9am and concluded Saturday evening on the Tom Holzer championship field.

The championship tournament visitors stimulated the local economy by booking over 20 local hotel rooms and spent the weekend visiting Novi. The hotel rooms reserved for the weekend brings the 2009 single night room total to over 180 rooms (30 Fire Fighter Tournament, 120 MASA Junior Olympic Tournament, 20 MASA Women's E). Uniformed players visited Twelve Oaks Mall, Town Center, and various restaurants and other businesses throughout the weekend. The tournament was a partnership between the Michigan Amateur Softball Association (MASA), the Metro Detroit Amateur Softball Association (MDASA) and the City of Novi. Through the partnership, the City of Novi will also receive revenue through team registration fees and souvenir commissions.

The tournament received many compliments over the weekend from the MASA, MDASA, players, coaches, parents and spectators in regards to the facilities and the commitment to excellence from our staff.



# Michigan Amateur Softball Association 2009 Women's "E" Slow Pitch State Championships

The City of Novi hosted the Michigan Amateur Softball Association's 2009 Women's "E" State Slow Pitch Championships Saturday, August 1. Teams from around the state played at Ella Mae Power Park to stake their claim as the best team in Michigan.



Women's E State Champions  
*Full Throttle*



Women's E State Runner-Up  
*Fricker's*



Women's E State Third Place  
*American Legion*





# Michigan Amateur Softball Association 2009 Women's "E" Slow Pitch State Championships





# Improvements paying off at Ella Mae Power Park

BY NATHAN MUELLER  
STAFF WRITER

The \$1.2-million worth of upgrades to Ella Mae Power Park over the last two years is already paying dividends for the city of Novi.

Not only are the thousands of softball players in recreational leagues enjoying the vast improvements, but the enhancements also have drawn the attention of the Amateur Softball Association.

The complex hosted the ASA state tournament for the Junior Olympic level June 25-28, took on the women's class E state tournament last weekend and is the host site for the 2010 National ASA girls 18 and under tournament. Bids have also been put in for future state and national tournaments.

"They have done an outstanding job and it was well-received by the teams that participated there," said Stu Alderman, ASA associate commissioner for metro Detroit. "From the fencing to the well-manicured fields to the new concession stands and landscaping it is a pleasant place to be. It has that homey atmosphere."

The Junior Olympic level tournament in June, which brought 42 teams to the area, had a significant effect on area businesses.

Randy Auler, director of parks, recreation and cultural services, said more than 130 hotel rooms were reserved and estimated the economic impact to be between \$300,000-\$350,000.

That number should be even higher next year when the

national tournament comes in August, featuring about 50 or more teams from the northern region, including teams from North and South Dakota, Nebraska and Iowa.

"The investment we made will be paid back through that economic benefit," he said.

Alderman said Novi is a perfect fit for these types of tournaments because of the vast array of restaurants, shopping centers and activities that cater to everyone.

"People come in with parents and other family members and will be looking for other things to do," he said. "If they come to a place that has nothing, that is the impression they have of not just Novi but of Michigan. It's huge to bring people back to Michigan."

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# Auto show staying in Detroit no surprise

BY NATHAN MUELLER  
STAFF WRITER

The North American International Auto Show is staying in Detroit after the Detroit City Council refused to vote against a \$288-million expansion of the Cobo Center on July 28.

An option, if council decided to vote against the deal that turned operation of the facility over to a regional authority, was expanding the Rock Financial Showplace in Novi to host the auto show in 2011.

"That is what everyone anticipated was going to be the ultimate outcome," said Novi Mayor David Landry of the decision to fix up Cobo. "Rock

was approached as an alternative and they indicated they could accommodate it, but all along everyone indicated they thought it would end up in Detroit and it did."

The legislation signed by Gov. Jennifer Granholm allows for up to \$300 million from hotel and liquor taxes in Wayne, Oakland and Macomb counties, and state tobacco tax revenue to be put toward the renovation of the 49-year-old facility.

Landry said it "would have been exciting" to have the auto show in Novi and it would have taken a lot of work, but he is not disappointed it didn't work out.

At the very least, the public-

ity was a benefit to the Rock Financial Showplace and the city.

"From an economic development side if you are a business looking to locate in western Oakland County you are going to think to yourself, 'I should look at Novi because they obviously have the wherewithal to handle the (auto show), it should be a good place to locate my business,'" Landry said. "It tells the world we are able to handle that sophisticated of an operation."

Blair Bowman, president of Rock Financial Showplace, could not be reached for comment as of press time.

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